

**DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL**

3810 Rosin Court, Suite 150  
Sacramento, CA 95834  
(916) 263-6890

**FOR IMMEDIATE RELEASE**

Contact: Carl DeWing  
(916) 263-7949

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**LIQUOR LICENSEES UNDER INCREASED ABC SCRUTINY DURING HOLIDAY SEASON**

**Sacramento** – The California Department of Alcoholic Beverage Control (ABC) will be increasing its enforcement activities during the next three weeks to reduce alcohol-related traffic deaths. ABC investigators throughout the State have been given a directive to check bars, nightclubs, restaurants and liquor stores to make sure they are not selling alcohol to intoxicated patrons.

ABC Acting Director Jerry R. Jolly said, “ABC investigators will be making unannounced visits to encourage liquor licensees to be more diligent in observing the condition of patrons who may over consume.”

Under state law, it is illegal to serve someone who is obviously intoxicated. Employees caught serving intoxicated patrons face fines, and the liquor license of the establishment could be suspended or even revoked. A recent study showed nearly 50 percent of all people stopped for drunk driving had just left a liquor-licensed establishment.

Jolly urged all licensees to be extra vigilant during the holidays and prevent the needless tragedies that kill and maim too many during the holiday season. The CHP says 40 people were killed and another 1,474 were injured during last year’s Christmas/New Years season on California highways.

ABC investigators, who are fully sworn peace officers, will also be assisting local law enforcement agencies in checking the compliance of liquor establishments.

ABC is a department of the Business, Transportation and Housing Agency, which is under the direction of Secretary Maria Contreras-Sweet, a member of the Governor’s Cabinet.

**EDITORS NOTE: Ride-alongs are available for news crews to join ABC investigators making bar checks. Contact your local ABC office to schedule.**